

The ROYAL

STANDARD

VOLUME NINE

NUMBER ONE

MACHINE A DAY CLUB HAS SUCCESSFUL MONTH

Six New Members from Branches

The month of December, together with its flood of good business and its successful sales contest, was a banner month for personal achievements.

"The Royal West Point," the Machine A Day Club registered six new members this month and forty-eight repeaters. Most of these men sold away over the number they required for Club membership, and many more got so close that just a little more push—a few more orders—would have put them over.

Whatever else the Machine A Day Club may be, it is the most accurate and the surest index of personal achievement that the Company has. A man who makes the machine a day is looked up to. He is one of the star salesmen. But he doesn't remain so if he does not repeat consistently. Most dead volcanoes erupted some time.

It is the live wires who keep on month after month earning their gold seals that make the Royal Machine A Day Club the organization it is. Last month, we announced the five men who had repeated every month for the first year of the reborn club.

Mr. Allingham, Mr. Brainerd, Mr. Wellman, Mr. Miller and Mr. Agnew all repeated again in December. Mr. Paul W. Jones, of Kansas City, and Mr. H. P. Sutton, of Chicago, neither of whom was with the selling organization when the Club was re-organized, each show a steady repeat record of eleven months, not missing a single month since they entered.

These are only the outstanding stars. Many more have missed but once or twice. They deserve highest commendation. But more men ought to be in this steady repeat class. Now that rebuilt are counted toward club records, it is an easier task for those men who before came so close but never actually made it, to earn their honors.

Fifty men made machine a day records last January. We must exceed that record this year. The Company's record as a whole is bound to be greater than

The advertisement below to appear in March issue "Hearst's International Magazine"



"There's the answer"

"THERE'S the answer, Ruth. You've often wondered why I always feel so fresh, bright and cheerful when I leave the office at night. There's the answer—my ROYAL typewriter. No matter how much dictation I have, I can sit down before that machine and type for hours without tiring. And when I'm finished at five, I feel just as chipper as I did in the morning."

"Take my advice, Ruth. Ask your boss to get you a ROYAL and you'll soon replace those pale cheeks with rosy ones for no matter how much typing you have to do you'll never get tired."

ROYAL

Compare the work.

TYPEWRITERS

that of a year ago, and the individual records likewise should show improvement.

If you are not already in, make it your New Year's resolution to join the ranks of the Royal Honor Men. If you are a member, make

us send you that wallet or seal at the end of January, as a result of a real big month's business.

We want to make a special appeal to our dealers and foreign representatives to qualify for the club. They are just as much a part

of the Royal Organization as our branch men, and are entitled to all the privileges of the club.

We urge them to try for the wallet and seals which are further recognition of repeating in the Machine A Day Club.

CONTEST WAS A HUGE SUCCESS

Every Prize Winner Makes Quota

Legend tells us that Dame Fortune has two favorite sons—Hard Work and Old Boy Stick To It. The results in the December sales contest prove it to have more truth than poetry. There is a strange but pleasing absence of the "tough luck" and "bad break" hue and cry which usually follows in the wake of a contest.

December was one of the biggest months the branches ever had. Together with mighty good business conditions, the speed the contestants accumulated in the effort to win the various contests produced for many of the offices a record month's business.

Perhaps the most remarkable thing about the contest was that every winning office, both in the Grand Prize Divisions and the Consolation Divisions, went over its quota. Many of them went over by big margins. Louisville, the winning office in Division B, showed over two hundred per cent. of its quota—which is certainly an enviable record.

The hottest, closest race in the entire organization came about in Division A, for the \$500.00 grand prize and the Championship Cup. Five of the seven offices went ten per cent. and more above their quotas. Until the last final sales report came in, the suspense was awful. We could see that it would have to be more than a record month that would win the contest. And it was. Dodge of Baltimore blew in with a breeze that knocked our hats off, and immediately blew out again with the cup and the Judges' five hundred under his arm—and that famous Dodge "Victory Smile" lighting up the atmosphere. Our hats are still off—both to Dodge—and his most worthy rival, Robinson of New York.

The New York Office came through with the biggest month in its history. Robby and his men worked like Trojans. While they did not win the grand prize, falling short of it by only a few points, they hung up a record that makes everything in the past look like, as we say in



E. G. DODGE

our humble N. Y. dialect, a "piker."

It remained for the Division B Grand Prize Contest, however, to produce the organization Peak Man. Wellman of Louisville, more than doubling his quota, just romped past the

finish line, picked up his cup and cash, and when last seen, seemed headed for what we could aptly call a marathon sprint record. It's nothing new for Wellman to keep right on going after hanging up a mark, and shooting for a still higher mark the following month, instead of just going "blah" the way an ordinary man does when he finishes a contest. Kinnamon of Cincinnati, Wellman's runner-up, had a splendid month, and he too, deserves highest commendation.

Smith of Worcester likewise hung up a record in winning the Division C Grand Contest—we should say—he broke two records—one was for sales—and the other was the non-stop long distance bachelor championship which he held for so long. He either won the contest to celebrate his marriage on January second, or got married to celebrate his victory in the contest—we don't know which, but congratulate him most heartily.

Mulligan at New Haven made a fine showing in winning the Division D Grand Prize and Cup.

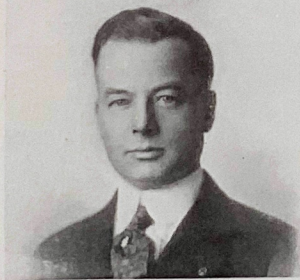
In the consolation races, Hancock of Cleveland, just to top off his long successful record at the Cleveland Office, helped himself to the prize in Division A. Brainerd of Hartford came through in great shape for the Division B Consolation money. Ayers of Portland won a hair-raiser in trimming Cashman of Washington by two points for the Division C Consolation, and Geissinger of Oakland, one of our neophytes, although an old hand in the typewriter business, copped off the Division C money in the Consolation.

We never saw a better, more capable bunch of prize winners. The organization is proud of them. Every contest was well worth while to win. To the many who didn't win, but who put their best efforts and ability into the contest, there is the biggest satisfaction in the world—"I put up a good fight." You did. No one can ask any more. The Judges take this opportunity to express their appreciation for the wonderful response accorded their bid for a contest.

HANCOCK APPOINTED ASSISTANT SALES MANAGER

Hull Goes to Cleveland

We beg to present Mr. E. F. Hancock, Assistant Sales Manager.



E. F. HANCOCK

Effective January 1, Mr. Hancock has been appointed Assistant Sales

Manager in charge of the Central Division. "Ernie" Hancock is one of the best liked men in the Royal organization.

Since 1917 Mr. Hancock has been Manager of the Cleveland Office. He has built it up to one of the best in the entire branch organization. A consistent producer, always willing to co-operate and help wherever he could, he has won the admiration and friendship of all of his associates in the Home Office and the branches. We wish him the best success in the world in his new venture.

Mr. M. C. Hull, formerly in charge of the National Accounts Department, and prior to that, Manager of the Johnstown Office, is taking Mr. Hancock's place at Cleveland. To him also go the best wishes of the whole organization.

TECHNICAL DEMONSTRATION IMPORTANT FACTOR

Every Salesman Should Be Able to Give One Carefully and Thoroughly

By H. P. Sutton, Salesman Chicago Office

A technical demonstration is something that when you need it, you need it badly. It is something which should be done knowingly and carefully. A salesman, in making a demonstration of the Royal needs only to tell the facts about the machine. One misrepresentation will do more to harm than a hundred truths.

After I have interested the prospect to the point where I think it safe to refer to his intentions to purchase some make of typewriter, I say:

"Now, Mr. Buyer, since you have decided to purchase a typewriter, you no doubt have formulated in your mind just what you want. Not necessarily have you decided on the typewriter you want, but the things you want that typewriter to do, and in order to expedite matters and that we may both understand what is desired, may I ask if there are any results that you desire from the typewriter other than accuracy, neatness, speed and durability? Accuracy first, because neatness means nothing without accuracy, neatness next, because speed means nothing without accuracy and neatness.

"Of course, Mr. Buyer, we cannot remove the human element, which will make mistakes, sometimes become careless in the formation of the letter or laggard in speed. As far as any typewriter manufacturer can go to minimize these evils, is to place the levers and attachments in the most convenient places and making them operative with the least resistance. You will find on the Royal all keys and levers arranged in the most convenient places with the maximum leverage which provides for quick and easy operation, and these advantages naturally are conducive to greater accuracy, neatness and speed.

"The durability of the machine is divided into three parts: Mechanical principle, workmanship and material. If I can demonstrate to you, Mr. Buyer, that the Royal excels not only in one, but in all of these necessary requirements, are you willing to measure merit with dollars and cents and pay me a slight increase price over that which is asked for other or inferior machines?"

In these introductory remarks, I attempt to prepare the customer's mind to judge machines in their entirety rather than some special feature which confuses the buyer since he would probably be impressed by cer-

tain features on various machines. I find this especially advantageous on account of the Royal being able to handle all classes of work without special attachments. This introduction also forestalls all criticism of price, which, as you know, is one of the most delicate matters exacting the greatest diplomacy and tact, in the closing of a deal.

I demonstrate the machine from an "Operative stand-point" following the usual routine of a stenographer in the operation of the machine, from the insertion of the paper, envelopes, cards, to their completion, explaining and drawing comparisons with each

MEETING OF DIRECTORS

At a meeting of the Board of Directors of the Royal Typewriter Company, Inc., held at the principal office of the Company, No. 364 Broadway, Borough of Manhattan, New York City, on the 2nd day of January, 1924, the following officers were elected:

Mr. H. H. Vreeland, Chairman of the Board of Directors and of the Executive Committee.
Mr. Geo. Ed. Smith, President.
Mr. E. B. Hess, Vice-President.
Mr. C. B. Cook, Vice-President.
Mr. E. C. Faustmann, Treasurer.
Mr. C. J. Haggerty, Secretary.
Mr. F. J. Carney, Asst. Treasurer.
Mr. H. A. Way, Asst. Secretary.

To the Royal Organization:



WITH the close of the Old, and the opening of the New Year, there comes an opportunity of expressing to the members of the Royal Organization in their various fields of endeavor throughout the world, in the factory, in the branches, and at headquarters, on behalf of Mr. Thomas F. Ryan and myself, our appreciation of the splendid results of the past business year.

It is the service and loyalty of each officer and employee of the Company which has placed the Company in the front ranks of the typewriter business, and made the Royal a standard of merit and efficiency the world over.

We look forward confidently to the continued success of our Company, as result of the united efforts of all, and believe that the new year will find still greater progress made, and regardless of the accomplishments of the past, that 1924 will be the banner year in the history of the Company.

Wishing each member of the Royal Organization a Happy and Prosperous New Year, I am,



Yours very truly,

H. H. VREELAND,
Chairman of the Board,
Royal Typewriter Company, Inc.

SERVICE DEPARTMENT CONTEST FOR NOVEMBER

Division No. 1 DETROIT LEADS

The Detroit Office came up to the top for the month of November in the Service Department Contest. This branch can be proud of its persistent effort on the part of Mr. H. Driscoll, foreman and his staff that brought it into the lead. Congratulations!

Baltimore and Buffalo held fifth and sixth places respectively for October, but in November Buffalo came in second nosing Baltimore into third place.

Mr. H. Becker, of the Buffalo Office and Mr. C. Hartan, of Baltimore are the proud foremen.

Below is a list showing the standing of the various offices:

- 1—Detroit 5*
- 2—Buffalo 5*
- 3—Baltimore 7*
- 4—Boston 11*
- 5—Louisville 6*
- 6—Cincinnati 8*
- 7—Washington 11*
- 8—Chicago 11*
- 9—St. Louis 10*
- 10—Cleveland 11*
- 11—Hartford 7*
- 12—Indianapolis 1*
- 13—New Orleans 4*
- 14—New York 1*
- 15—Minneapolis 5*
- 16—Kansas City 7*
- 17—Atlanta 2*
- 18—Philadelphia 7*
- 19—Dallas 1*
- 20—Portland, Ore. 4*
- 21—Los Angeles 3*
- 22—San Francisco 1*

Division No. 2

HARRISBURG AGAIN IN FIRST PLACE

The Harrisburg Office held its own against the attack for the month of November and we find this branch still in the lead having held this position for October. This is a fine showing and Mr. R. Bentz, foreman deserves all praise in holding onto this position.

Rochester made an advance from eleventh place in October to second for November.

St. Paul came in third. Mr. H. Hurley, foreman of the Rochester Office and Mr. J. F. Sanders, foreman of St. Paul are to be congratulated.

Below is a list showing the standing of the various offices:

- 1—Harrisburg 7*
- 2—Rochester 5*
- 3—St. Paul 5*
- 4—Youngstown 7*
- 5—Erie 2*
- 6—Dayton 9*
- 7—Allentown 8*
- 8—Toledo 4*
- 9—Springfield, Mass. 4*
- 10—Bridgeport 11*
- 11—Portland, Me. 2*
- 12—Jacksonville 4*
- 13—Columbus 7*
- 14—Fort Worth 4*
- 15—Albany 5*
- 16—Oakland 4*
- 17—San Antonio 2*
- 18—Memphis 3*
- 19—Grand Rapids 1*
- 20—Davenport 5*
- 21—Houston 5*
- 22—Newark 4*
- 23—New Haven 4*
- 24—Omaha 1*
- 25—Providence 3*
- 26—Akron 3*
- 27—Milwaukee 3*
- 28—Des Moines 3*
- 29—Duluth 1*
- 30—Richmond 1*
- 31—Seattle 1*
- 32—Denver 8*
- 33—Fresno 4*
- 34—Fort Wayne 1*
- 35—Waterbury 1*
- 36—Binghamton 1*
- 37—South Bend 1*
- 38—Worcester 3*
- 39—Peoria 1*
- 40—Texarkana 5*
- 41—Bangor 1*
- 42—Waco 1*
- 43—Springfield, Ill. 3*
- 44—Johnstown 1*
- 45—Springfield, O. 2*
- 46—Little Rock 4*
- 47—Birmingham 2*
- 48—Wichita Falls 1*
- 49—Evansville 1*
- 50—Rockford 1*
- 51—Syracuse 1*
- 52—Tacoma 1*
- 53—Sioux City 1*
- 54—Kalamazoo 1*

TO INCREASE NETS—
INCREASE EARNINGS

Test Methods on Royal Typewriters, Utility, Accessibility and Durability

Unless a product improves, there is no chance for growth or success. There is no argument on this, it strikes home to the very vitals of a business. Where you see growth and success, as the Royal Company shows, there is back of it an everlasting grind for developments and improvements. Many men in the productive end of our business are aggressively and with experienced knowledge, continually making thorough and complete test of materials, finishes, proper functioning of mechanism, durability and wear of parts, strains (where imposed and how relieved) necessary speeds, correct weights and proper designs.

The old methods of past days are gone, and in the place of the "hit or miss" policy, is a schedule method of planning, supervising, and testing that can't help but keep us in the lead of typewriter developments.

Our corps of engineers and men, all of many years' experience, are daily checking up ideas and improvements that have been submitted, and if thought worth while, the fundamental principles and desired results are looked into, models are made and tests conducted by scientific research, tabulated showings and comparative results. Guess work is not allowed; back of every improvement shown is a history of greater accomplishment than has heretofore existed in our typewriter.

Out of vague ideas and suggestions submitted, there is often brought out by the keen analytical mind of these men a tangible, live, functioning model that clearly marks another step forward for the Royal.

The number of factors entering into these tests is remarkable, and a tale of immense interest is built around many of them. Romance, imagination, history, past arts resurrected, and vital live issues are brought into service. It is as if from the unknown, many ideas are advocated and proved. Read the following as a few illustrations.

Climatic conditions have upset calculations and developments worth hundreds of thousands of dollars. Dry climates, moist climates, wet climates, with degrees of heat and cold, play a great part in our development, and we are at all times improving the product to combat these conditions. Government tests under scientific methods are made daily on our finishes and metals.

Tests made of the heavy, medium and light operation of the typewriter, whether it be a two hundred pound man or a ninety pound miss, the erratic or even operator, the operator who slams the carriage back and forward, the pounding of the shift and so on, are considered by checking the strain imposed, wear and tear.

Have you ever realized the tremendous strains imposed in shipping our typewriters around the world, how they are thrown from truck to car with the rough handling in freight stations, and on the steamships? Our tests are brutal, as shown by the test we make every few weeks of taking a boxed machine and dropping it downstairs about eight feet against a brick wall. This is done three times, first with typewriter right side up, then upside down, and then on its side. The box is then opened and the machine subjected to a keen inspection for all faulty adjustments, etc. As a matter of keen interest and for your information, the American Ex-

press Company have had their representatives here at the plant inquiring how we pack and box our goods, as their records show a decided small number of claims for damaged typewriters, as compared with our competitors.

The reason for writing this article, is for the purpose of helping our salesmen to obtain a clear understanding why tests are made, to show them their confidence in the product will continually grow and that their guarantee to the user is backed by actual facts.

We here at the plant believe that the defining of the preparatory work, designing and testing under competent and scientific supervision, is better organized and controlled than in any other typewriter plant. In the store room of the company, are several hundreds of models of finishes, designs, parts and mechanism of the Royal typewriter, embracing new ideas, new application of principles, labor saving, fatigue saving, increased utility, longer life and efficiency ideas. Each model is shown and filed under its proper classification, with a tag attached upon which is written the history of the development, name of inventor or suggestor, why devised, what it is for, date of origination, when model was made, how tests are made and tabulated results, etc.

We know you want to hear of one or two of our tests, and we are going to give you some references which will be most interesting.

Take our Type Bar Spring, pointed out by our misguided competitors as a visible and pronounced weakness of the Royal, and what a boomerang it proved to be against them. An accelerated test, conducted for one month, equal to a four year test (over five million extensions) under the worst possible conditions, showed no actual wear occurred, and that the correctness of the method used was attested by the fact that we have yet to hear of a single Type Bar Spring which has lost its initial tension in the grind of everyday wear.

The Main Spring test was conducted covering the thickness required, length and width of spring, and the best kind of metals and several months' operation under terrific speed in action, proved we were giving

our users a spring that was positive of long life and smoothness and flexibility.

A most important feature of the machine is the maximum speed under which it can be operated, and our experts designed and built a special machine to test this. The speed obtained on any of our typewriters is greatly in excess of the human operator, regardless of how fast he or she works. Space Bar operation, the Shift operation and returning of carriage is a part of this test.

Years of patient tests, scientific research and best developed modern appliance helped to produce the wonderful drop forged steel top and Bottom Rails, and which are absolutely unwearable, and gives the sublime velvety smoothness to the Carriage travel.

You know without any details given, what a tremendous advantage the new Light Shift gave to our typewriter. Day after day, yes, night after night, our experts were testing, changing, arguing, demonstrating, all kinds of ideas and models to prove what the public should have.

And so we would go on and on with the details of hundreds of tabulated tests, but space forbids. We have, through our methods, delegated to the scrap heap many promising devices which did not quite measure up to our desired results. We couldn't afford to have the public stand a part of the development, with its attendant dissatisfaction that would mean we here at the plant had failed to give the user what he was entitled to for his money.

The user without fail measures us fairly by what we produce for him.

Annual Holiday Gathering

Members of the Foremen's Club with their wives and lady friends gathered for the Annual Holiday festivities Thursday, January third.

Dinner was served at the Hartford Club at 6:15 P. M. The opening feature was the singing of Xmas carols by the assemblage. Vice-President Mr. Cook delivered the words of welcome and a message of congratulation from President Geo. Ed. Smith. Retiring President of the

Club, Mr. F. Martin was master of ceremonies and Mr. John L. Koster, Toastmaster. Mr. F. Broderick rendered several solos. The gathering afterward attended the Capitol Theatre where seats had been reserved.

The occasion marked the close of another year for the Club, one full of activities and interests, as evidenced by the fact that the attendance figures are the best on record. This alone makes for a stronger, better organization, more closely knitted together for the one purpose, that of producing the best typewriter in the market.

Production

The close of the year found familiar names heading the list, but others who are not mentioned deserve credit for the showing made, and judging from remarks overheard, the leaders will have to watch their steps, as resolutions have been made and plans set to carry them out, which ought to produce some race in 1924.

Department 2, Mr. H. Snow; 3, Mr. L. Froebel; 1, Mr. W. Berg; 18, Mr. J. Godfrey; 31, Mr. C. Parmelee; 36, Mr. G. Cavanaugh.

These figures are obtained by figuring the production board status, the total pieces produced in each department, and the service on shortages.

New Foremen

Mr. Frank Broderick, promoted to foreman of Department 7, Misc. Assembling, needs no introduction. Mr. Broderick is familiar with the workings of his department, having been assistant there for a number of years, therefore, it is assured that due to his knowledge and efficiency, the standard of work from his Department will be Royal standard.

Mr. John Boynton, promoted to foreman of Department 29, Type Department, was assistant for a while in this department before his promotion. We expect big things from his mechanical

NEW YORK, Jan. 8.—There is a general recognition in banking and industrial circles that the business of 1923 in the United States showed a slight, but not general increase over 1922, except during the first six months of 1923.

The increased popularity of certain brands of manufactured articles in the United States shows they are forging steadily to the front on the merit of the articles themselves, and the recognized increased comparative value in dollars spent by the consumer. This increase has been shown in certain well known brands of textile lines, in particular well known makes of automobiles, and in the increased consumption of certain brands of food products.

However, there have been some notable exceptions, among them the Royal Typewriter Co., Inc., which reports an increase of the sale of typewriters in the United States alone amounting to over 25% above the peak prosperity year of 1920. This would indicate that there have been factors playing a part in its greater volume of business other than the general conditions of the country, and it is necessary to seek further to find it.

Advertising has played its part in this increase. Then too, the fact that the goods are leaders in quality of their line has increased the momentum and given it the cumulative value of the best kind of advertising—word-of-mouth. It is obvious then that the basic reason behind the progress of the past year and the optimistic forecast for the coming one lies in the manufacturers who have maintained a steady policy of progress by Quality, and who deserve the goal they have achieved of increased and wider markets.

and executive ability. Watch him come along.

We welcome both gentlemen into the fold.

I think half the troubles for which men go slouching in prayer to God are caused by their intolerable pride. Many of our cares are but a morbid way of looking at our privileges. We let our blessings get moldy and then call them curses. — Henry Ward Beecher.

Luck is ever waiting for something to turn up. Labor, with keen eyes and strong will, will turn up something. Luck lies in bed and wishes the postman would bring him the news of a legacy. Labor turns out at 6:00 o'clock and with busy pen or ringing hammer lays the foundation of a competence. Luck whines; Labor whistles. Luck relies on Chance; Labor on Capital.—Cobdin.

Don't try to fool the world for it will not be fooled. It can tell the difference every time between an honest man and a faker.—Thomas W. Lawson.

A "Doggone" Good Choice

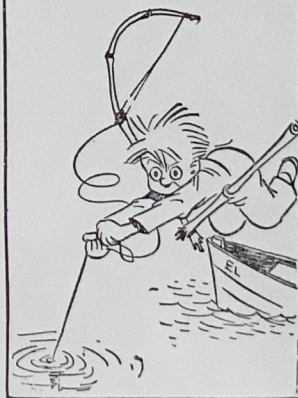
"His Master's Choice" pictured below was received from Leonard Bachoff, Royal sub-dealer for Mr. T. J. Hocking at Billings, Montana, operating under the name of the Royal Typewriter Sales Company. Mr.

Bachoff sent this out to his clientele extending his best wishes during the Christmas and New Years Season.

It is such an interesting little card, we are reproducing it for the benefit of our readers.



THE BIGGER THE ORDER THE HARDER THE FIGHT



DEALERS 100 PER CENT CLUB 1923

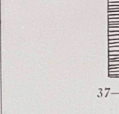
If there is one single outstanding quality for which the Royal typewriter is famous, it is "dependability." That is because of the fineness of the metal that enters into its make-up. Like the product that they represent, there are certain dealers who

have shown in the year 1923 their dependability and the sterner stuff they are made of. Month after month, they have delivered their quota and finished the year 1923 with one hundred per cent, or more to their credit. Here is the 1923 honor roll:

1-BREWINGTON
T. W. Ex.
Madison, Wis.2-CASPER
T. W. Ex.
Casper, Wyo.15-SMITH
H. J. Smith Typ. Ex.
Parkersburg, W. Va.16-SPIECE
Bucyrus, Ohio3-DAVIS
Colorado Springs,
Colo.4-ECKHARDT
Green Bay, Wis.5-GRAGG
Pittsburg, Kan.6-HARTSOCK
Graham & Wells
Corvallis, Ore.7-GRANT
Grant's T. W. Ex.
Beaumont, Texas8-LINCOLN
Lincoln, Neb.9-SWADENER
Lux & Swadener
Logansport, Ind.10-GAFFANEY
Office Specialty Co.
Fargo, N. D.11-PAYNE
T. H. Payne Co.
Chattanooga, Tenn.12-PHILLIPS &
BELANGER
Wausau, Wis.13-PRIOR
Trenton, N. J.14-ROOF
Tampa, Fla.

Due to the late arrival of Mr. F. L. Patty's report his name was omitted from the M.A.D. standing for the month of November.

100 PER CENT CLUB FOR DECEMBER

1-ANDERSON
Anderson T. W. Co.
Pasadena, Cal.2-BANCROFT
York, Pa.3-BENSON
Benson T. W. Co.
Canton, O.4-BREWINGTON
Brewington T. W. Co.
Madison, Wis.5-CANTOR
Bristol Typewriter
Co. Bristol, Va.6-CASPER
T. W. Ex.
Casper, Wyo.7-CROSBY
Hale Crosby T. W.
Ex. Warren, O.8-DAERNER
Jackson, Mich.9-DAVIS
Colorado Springs,
Colo.11-DUNING
Richmond, Va.13-ERVIN
T. W. Ex.
Anderson, Ind.15-The Kirkpatrick
Co. Nashville, Tenn.17-GRAGG
Pittsburg, Kan.19-GRANT
Grant's T. W. Ex.
Beaumont, Texas21-SWADENER
Lux & Swadener
Logansport, Ind.23-PACKARD
Hornell, N. Y.25-Parkers Bk. &
Music Store
Myers, Fla.10-DAYTONA
Bk. & Stationery Co.
Daytona, Fla.12-ECKHARDT
Green Bay, Wis.14-EVANS
Pottsville, Pa.16-Glover Bros.
Brunswick, Ga.18-HARTSOCK
Graham & Wells
Corvallis, Ore.20-LINCOLN
Lincoln, Neb.22-GAFFANEY
Office Specialty Co.
Fargo, N. D.24-Palestine Ptg. Co.
Palestine, Texas26-PATTY
Austin, Texas27-PEARCE
Abilene, Texas29-Pound & Moore
Co. Charlotte, N. C.31-Quality Print
Shop Merrill, Wis.33-RUGEN
Newport, R. I.35-SATHERTH-
WAITE
Standard T. W. Co.
Reading, Pa.37-Tulsa T. W. Co.,
Tulsa, Okla.28-Phillips &
Belanger
Wausau, Wis.30-PRIOR
Trenton, N. J.32-RICHARDSON
West Palm Beach,
Fla.34-Scott-Parker Co.
Macon, Ga.36-Scharf Complete
Service
Fond du Lac, Wis.37-Tulsa T. W. Co.,
Tulsa, Okla.

W. B. Stewart in Charge of Dealers' Department

Effective January 1st, W. B. Stewart, Assistant Sales Manager, took charge of the Dealers' Department. Mr. Stewart who has an enviable reputation for results in our Sales



Department, brings to the Dealers' Department his exceptional managerial abilities which we feel will work to the advantage of all concerned in the organization.

We extend to Mr. Stewart in behalf of the entire organization our best wishes for his continued success in his newer and larger field of endeavor.

The Winners

After a lot of hard work, Mr. A. Y. Arant with 347 points and Mr. R. E. Walsh with 298 points were the winner and runner-up respectively in a sales contest held by our progressive dealer—Pound & Moore Company of Charlotte, N. C.

The prize included a visit to the Royal plant at Hartford, where these gentlemen spent an instructive day going over the various processes involved in turning out the Royal Typewriter.

The Pound & Moore Company is to be complimented for the way this contest was conducted, and we pat Mr. Arant and Mr. Walsh on the back for their ability to come out ahead in this contest.

New Dealer for Raleigh, N. C.

We take pleasure in announcing the entrance into the "Royal" ranks the Carolina Typewriter and Office Supply Company. This concern has just been formed and is to handle the Royal dealership at Raleigh, N. C. Mr. R. R. King is its President and one of the best known typewriter men in the South.

Mr. King has earned a reputation for his organizational ability. He has always surrounded himself with salesmen of the highest type and many successful typewriter men give credit to "Bob" King for the splendid training they received under him.

This organizational ability coupled with personal salesmanship of the highest order is responsible for the immediate success enjoyed by this new concern.

We extend a "Royal" welcome to our new dealer at Raleigh.

New Royal Dealer for Nebraska

The Lincoln Typewriter Company of Lincoln, Nebraska have purchased the C. J. Mosher Company who were former Royal dealers covering this territory.

Mr. H. E. McArthur, one of the most successful independent typewriter dealers in the middle West formed this new company and has associated with him Mr. E. J. Beaurivage, formerly Manager of the Royal Branch at Duluth and a member of the Machine A Day Club.

"Mac" and "Beau" form a combination hard to beat and with the splendid territory at their command, we predict that in 1924 they will make some of the older dealers step lively and look to their laurels.

We extend a "Royal" welcome to our new dealer at Lincoln.



Another Royal Window Display

If you were in Logansport, Indiana, and were to pass along Fourth Street the fine display of Royals in the window of our dealers, Lux & Swadener, would be sure to command your attention. A picture of this exhibit is reproduced at left.

This window is given added emphasis by illumination at night and is supplemented by a large electric sign reading "The Typewriter Headquarters."

The extensive and up-to-date advertising Lux & Swadener have been doing is partly responsible for their steady progress and they can well be proud of the 50% increase in their sales in 1923 over 1922.

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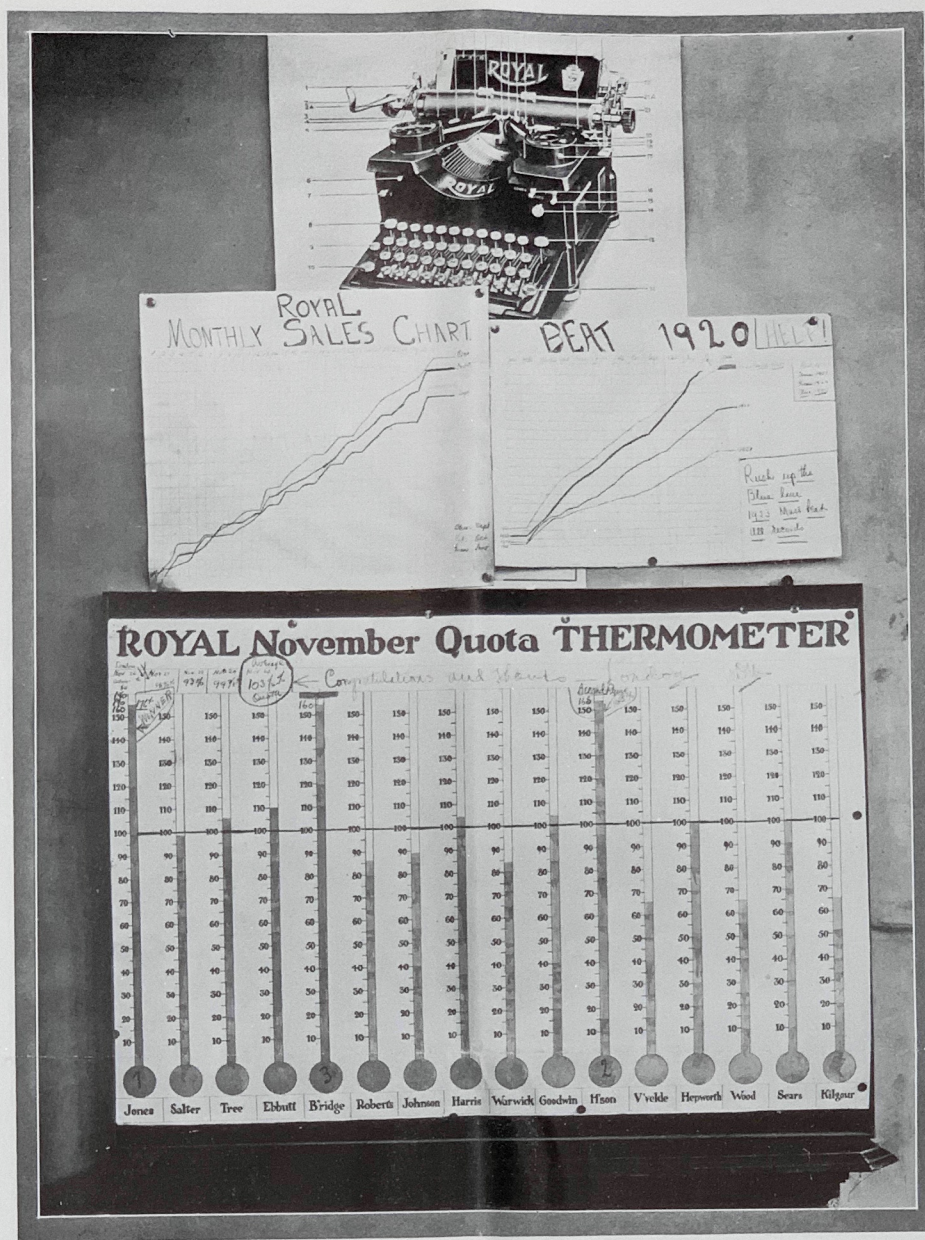
London Sales Contest

Interesting advices regarding the November Sales Contest were recently received from Mr. Walter D. Morgan, Managing Director of the Visible Writing Machine Company, Limited, Royal dealers for the British Isles. Several excellent records were made as may be seen in the photograph of the sales chart reproduced at right.

Each member of the London Sales Force was represented on the chart by a thermometer which showed his progress during the month. As sales were made, the thermometers were filled in with red ink so as to show how the percentage of each salesman's quota increased. The winner was Mr. Harry Jones who made 176% of his quota. Mr. J. Harrison took second place with 165% and Mr. H. W. D. Buckridge took third place with 160%.

Mr. Jones' record was indeed praiseworthy, since as a result of his efforts, he secured 63 orders calling for one machine each. These comprise the greater part of his total sales for the month. The number of orders he received is eloquent evidence of the reward that awaits the salesman who puts honest, conscientious and consistent effort into his every day work.

The sales chart used in this contest proved to be very interesting to the London sales force as it undoubtedly stirred up a feeling of friendly rivalry among them. The other two charts shown in the photograph indicate that Royal sales in London are decidedly on the upward trend. There is no doubt in our minds but that the excellent work will be continued.



In Egypt

The photograph (below) shows Mr. T. T. Malleon, our Foreign Sales Director, in conversation with Mr. B. Y. Said, who with his brother, W. A. Said, have been Royal dealers for Palestine for several years. The photograph was taken in the beautiful court-yard of Shephard's Hotel, Cairo, Egypt, where Mr. Malleon made his headquarters for the first stage of his journey to the Far East.

Mr. Said and Mr. Malleon had just negotiated a contract by which Messrs. B. Y. and W. A. Said will



represent the Royal in Egypt, Sudan, Palestine, Syria and Transjordan. Extensive plans have been made for the immediate development of this wide territory and we hope to soon be able to reproduce photographs of the various offices in these countries. We are all looking forward to real achievement in the development of Royal business in the Egyptian territory under the able direction of Messrs. B. Y. and W. A. Said.

The New Year

The advent of a new year is to many minds, the occasion for making plans and resolutions regarding procedure for the coming year—plans that will make it better in the way of accomplishment as compared with the past one.

A great many of our Dealers in the Foreign Organization have reason to feel justly proud of their record for the year just passed. Several of them equalled or even bettered their record for the boom years of 1919 and 1920—for which they can be most heartily congratulated. It has meant to them a great effort in time and labor that has been devoted unsparringly to the acquiring of business in the face of existing pessimism.

Then, too, many of our Foreign Dealers successfully increased their Royal business during the last year—in many instances doubling their sales as compared with the year previous. Some of the new dealers have done exceptionally well, considering the fact that they were handling a product that was new to them.

Naturally, there were a few Dealers who did not come up to expectations—due in some instances to local conditions, and in others, to a falling off in actual effort expended. The improvement of world conditions generally, leads us to expect bigger things from these dealers, and their efforts during the coming year will be closely observed.

The new year holds a great deal of promise for the prosperity of Royal Dealers the world over—promise that is accentuated by the expressions of good-will and optimism from the Dealers themselves.

The Royal in the British East African Market

Rich in historical romance as it is in its commercial possibilities—Kenya Colony is a land which once formed a part of the dominions of the Sultan of Zanzibar. It was here, at the port of Mombassa, that Vasco da Gama, the Portuguese explorer, anchored his fleet on his famous ex-

futile. It was at this point, that Mr. Malleon made his first stop on his way down the African Coast to Durban, South Africa.

The Kenya Colony is under the jurisdiction of the Wile Corporation of New York, they having made arrangements to have the Royal repre-

colony. The firm of Folkes & Hilton will act as sub-dealers in Kampala.

Our readers will be interested in the photograph, (left) taken during Mr. Malleon's recent visit, of the headquarters of Scott, Ellis & Co., at Mombassa. Mr. Malleon and Mr. A. E. Fox, the Manager, are shown

office boys stand before the window—next to the Royal Girl poster.

The photograph (right) shows the building of the "East African Standard," who sell the Royal in the Nairobi District. It is interesting to note that the American Consul occupies the top floor of this building from which the Stars and Stripes may be seen flying.



pedition to India in the latter part of the fifteenth century.

To attempt to record here the adventurous history of this land—now a British Protectorate—would be

sent directly in that country by Scott, Ellis & Co., Ltd., of Mombassa. This concern has appointed the East African Standard to act as Royal sub-dealers in Nairobi, the capital of the

seated in the rickshaw at the right. In the rickshaw at the left is seated Mr. J. J. Irwin, the Assistant Manager. Two Indian brokers are shown standing in the doorway and native

Our dealers have made extensive plans for the future development of their typewriter business and through their efforts, the success of the Royal in the Kenya Colony seems assured.

THE ROYAL M. A. D. CLUB NOW HAS 137 MEMBERS

We have listed the M. A. D. roll below under the offices to which the men belong. The names with the asterisk before them are repeaters for December.

† Denotes new M. A. D. members.

THE NEW M. A. D. MEMBERS FOR DECEMBER



1—WILSON
Chicago



2—LAWLESS
Davenport



3—HOFFMAN
Baltimore



4—HASSETT
Kansas City



5—HOUSE
Erie



6—LORBER
Louisville

AKRON

L. J. Michel
ATLANTA
J. W. Mann
W. H. Courtenay
BALTIMORE
*J. C. O'Keefe
*E. G. Dodge
†V. Hoffman

BOSTON

F. L. Gallup
F. A. Smith
F. I. Crocker
*H. E. Burton
R. M. Harvey
D. R. Austin
F. J. Edwards
E. F. Gallup

BUFFALO

*H. H. Nunamaker
C. M. Pillow

CHICAGO

*E. J. Goldblatt
*H. Nuhn
P. S. Jones
E. M. Roberts
J. H. Johnson
A. J. Redding
*R. C. Goldblatt
*H. P. Sutton
W. B. Larsen
*B. P. Hamil
J. T. Keefe
*J. C. LaBorence
A. C. Wheeler
W. R. Pike
†L. E. Wilson

CINCINNATI

*G. C. Kinnamon
C. J. Bailey

CLEVELAND

*E. F. Hancock
*W. C. Rodgers
C. C. Koch
W. H. Peate
G. R. Hatcher

COLUMBUS

L. D. Teeters
L. V. Bell

DALLAS

J. H. Kennedy
L. W. Ozier

DAVENPORT

†C. D. Lawless

DAYTON

*O. P. Gilmore

DETROIT

R. M. Wagner
W. L. F. Hosford
C. W. Knox

DULUTH

E. J. Beaurivage

ERIE

†C. V. House

FT. WORTH

P. H. Billman
W. E. Boswell

FRESNO

H. H. Tomkinson

GRAND RAPIDS

C. D. Walker

HARRISBURG

W. C. Whiteman

HARTFORD

*H. F. Brainerd
J. L. Cook

INDIANAPOLIS

W. F. Teer

JOHNSTOWN

T. M. Patterson

KANSAS CITY

*P. W. Jones
J. H. Noland
*G. C. Johnson
†F. W. Hassett

LOS ANGELES

*J. M. Agnew
T. M. Duffy
M. F. Brewer
W. C. Boswell
*G. L. Smith

Los Angeles—Cont.

R. M. Devin
J. K. Cole
W. E. Howard
C. C. Morrison

LOUISVILLE

*J. T. Wellman
†C. Lorber

MILWAUKEE

A. F. Lines

MINNEAPOLIS

*F. B. Thorne

NEW HAVEN

*W. A. Mulligan

NEW ORLEANS

W. J. Creger

NEW YORK

J. J. Freund
*D. J. Allingham
*H. W. VanNess

PHILADELPHIA

*J. W. Turner
I. Hancock
*I. J. Gough
H. K. Goslin
W. A. Cox
L. A. Dunn
E. V. Sherry
W. W. Hepburn

PITTSBURGH

*M. V. Miller
A. E. Hanna
N. Sykes

PORTLAND, ORE.

G. D. Roe
H. J. Brown

PROVIDENCE

E. D. Crandall
J. L. Schora

RICHMOND

A. Bartlett

SAN FRANCISCO

C. H. Billington
D. B. Starrett
T. N. Colwell
J. C. Deardorf
C. H. Linehan
P. Pearson
D. G. Becknell

SPRINGFIELD, MASS.

L. B. Behan

ST. LOUIS

*G. C. Ralls
L. G. Davidson
D. M. Elliott
L. F. Reynolds
*G. M. Davis
H. E. Shifflette

ST. PAUL

*W. A. Partee

TOLEDO

N. B. Boulware
W. H. Rudnick
S. E. Richter

WASHINGTON

*A. R. Smith

WICHITA

*A. R. Smith

WORCESTER

*A. R. Smith

DEALERS

1—E. H. Benson
Canton, Ohio
2—J. E. Gaffaney*
Fargo, N. D.
3—S. W. Grant
Beaumont, Texas
4—T. N. Prior
Trenton, N. J.
5—H. J. Roof*
Tampa, Fla.
6—G. N. Paxton
Bloomington, Ill.
7—G. L. Larkin
Utica, N. Y.
8—R. A. Rehm
Albuquerque, N. M.
9—H. Tuell
Chattanooga, Tenn.
10—H. J. Smith
Parkersburg, W. Va.

11—C. E. Anderson
Pasadena, Cal.
12—I. Vincent
Topeka, Kan.
13—W. W. Cantor
Bristol, Tenn.
14—H. C. Schumacher
Glendale, Cal.
15—J. J. Flynn
Jamestown, N. D.
16—H. G. Fentress
Nashville, Tenn.
17—W. H. Scott
Macon, Ga.
18—H. Rowe
Fairmont, W. Va.
19—L. F. Spiece
Bucyrus, Ohio
20—W. W. Prior*
Trenton, N. J.

21—C. B. Weissinger
Albuquerque, N. M.
22—H. H. Phillips
Trenton, N. J.
23—A. G. Packard
Hornell, N. Y.
24—S. C. Parker
Macon, Ga.
25—F. L. Patty
Austin, Texas
26—H. G. Bancroft
York, Pa.
27—H. D. Harper
Anderson, S. C.
28—J. E. Wikoff
Oklahoma City, Okla.
29—Pound & Moore Co.
Charlotte, N. C.
30—G. A. Pearce
Abilene, Texas

CANADA—Royal Typewriter Company, Limited

1—W. A. MacLean, Mont'l
4—T. G. Lewis, Ottawa
2—J. S. Dunn, Montreal
5—R. A. Normandin, Quebec
3—H. P. Lewis, Toronto

GREAT BRITAIN—Visible Writing Machine Co., Limited, London

1—H. D. Ebbutt
2—H. Jones
3—J. Harrison
4—F. Tree
5—H. W. D. Buckeridge
6—C. Salter
7—H. Herman
8—J. Sears
9—W. H. Roberts
10—James Hunt
11—W. D. Morgan
12—B. Harris

AUSTRALIA—Sydney Pincombe, Ltd.
1—W. J. Sheehy
2—R. G. Hood
MEXICO—M. E. Raya & Company
Alfredo Aguirre
LATVIA—O. & J. Dalitz Bros.,
James Dalitz

CZECHOSLOVAKIA—Joseph Foist
Alois Foist

Employment Department

We made a special effort last year to impress upon our Managers and Salesmen the fact that our Employment Departments are a very essential part of our Sales Organization. Our Employment Managers have devoted a great deal of time to the following up of tips which they have received to see whether or not they resulted in sales.

As a result of their systematic efforts, we had more than twice as many sales reported through our Employment Departments last year than were ever made before during the same length of time and I wish to take this opportunity of thanking our Managers and Salesmen for their co-operation and assistance and I also wish to express my appreciation of the good work our Employment Managers have done.

We are planning bigger and better things for 1924. Our offices will be divided into two divisions; one consisting of our Branches and one of

our District Branches. Each Branch and District Branch has been given a monthly quota of positions to be filled and sales to be made through the Employment Department and the standing will be determined on a percentage basis. This standing will be shown every month in the Royal Standard.

Below is the standing of the ten (10) highest offices for December, based upon number of sales made. These show a 57% increase over the Employment sales for November.

- 1—New York
- 2—Chicago
- 3—Buffalo
- 4—Cincinnati
- 5—St. Louis
- 6—Cleveland
- 7—Louisville
- 8—Baltimore
- 9—Washington
- 10—Los Angeles
- 11—San Francisco
- 12—Kansas
- 13—Toledo
- 14—Pittsburgh
- 15—Seattle

A. M. STONEHOUSE,
Manager School Department.

School Sales Contest

Cincinnati, by making 300 per cent. of its school quota, heads the list for the month of December, the first month of our school contest. Worcester was second with over 270 per cent. of its school quota. Below is the standing of our offices, based upon the percentage of school quota made during the month of December.

The office securing the largest percentage of its school quota during December and January will have the distinction of being the first to get possession of the School Department Cup. The winning office will retain this cup for two months. The retaining of it for the second two months will depend entirely upon the percentage of school quota made during that time. The winning of this cup three times during the year entitles the office to its permanent possession and a special prize of \$100.

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|--------------------|-------------------|
| 1 Cincinnati | 21 Bangor |
| 2 Worcester | 22 Milwaukee |
| 3 Albany | 23 Louisville |
| 4 Baltimore | 24 Seattle |
| 5 Cleveland | 25 Des Moines |
| 6 Los Angeles | 26 Peoria |
| 7 Erie | 27 Omaha |
| 8 Boston | 28 Minneapolis |
| 9 Fresno | 29 San Francisco |
| 10 Rockford | 30 Portland, Ore. |
| 11 New York | South Bend |
| 12 Akron | Youngstown |
| Evansville | 31 Allentown |
| Fort Wayne | Fort Worth |
| Springfield, Mass. | New Haven |
| Wichita Falls | 32 Atlanta |
| 13 Portland, Me. | Davenport |
| 14 Philadelphia | Denver |
| 15 Buffalo | Houston |
| 16 Hartford | San Antonio |
| 17 St. Louis | Dallas |
| 18 Springfield, O. | Providence |
| St. Paul | Toledo |
| 19 Duluth | 34 Detroit |
| 20 Pittsburgh | 35 Richmond |
| | 36 Kansas City |

A. M. STONEHOUSE,
Manager School Department.

